

The Daily Journal

Building on Success - The Opportunities Ahead

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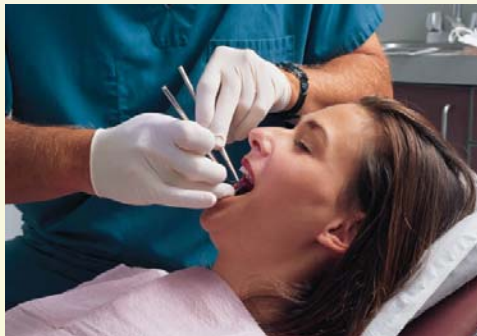
November 2, 2005

SUCCESS!!!

Dental Professionals Targeted for BTIS

HISTORY

Brief Tobacco Intervention Skills Training (BTIS) has been offered to the healthcare community in Walla Walla over the past 3 years. The 1 hour or 4 hour trainings have been well attended by allied healthcare professionals and physicians.



RESULTS

28 dental professionals participated in the BTIS training. They engaged well, asked numerous questions and requested materials to implement BTIS in their offices.

ADVANTAGES

Dental professionals have multiple opportunities to discuss oral habits with their patients.

CHALLENGE

Recent surveys indicate that in Walla Walla County, less than 8% of smokers reported that their dentist advised them to quit. Yet, dental professionals did not attend the previous trainings. Conversations with dentists revealed that lunch hours are difficult to coordinate and a full morning or afternoon for trainings is impossible.

SOLUTION

The apparent solution was to host a BTIS training at a regularly scheduled monthly meeting of the Eastern Washington Dental Society (EWDS). The offer was enthusiastically accepted and a date determined.

Advertising for the training was handled by the President of EWDS through its regular newsletter.

CONCLUSION

Adapting BTIS training to fit dental society meeting times significantly increased the number of dental professionals in attendance.

"Studies have shown that with a few minutes of counseling from a dentist, patients are almost twice as likely to stay tobacco free than if they tried to quit tobacco on their own."

Washington Oral Health Foundation

Tobacco Prevention & Control 2005 Annual Conference

Today's Cessation Climate = Warming Trend



ASK



ADVISE



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